

2018

## Downtown ToNight 2018 - Survey Kit

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Missoula, Montana

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Case Study Report 2018-17

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## Abstract

This study was conducted for the Downtown Missoula Partnership to provide insight into the characteristics of attendees of Downtown ToNight 2018. Paper surveys on site were completed by 577 attendees of the event. Results show that residents of Montana made up 82% of the respondents and of those Montana residents, 93% were from Missoula County. Out-of-county respondents spent an average of 5.62 nights away from home. Of those nights, an average of 5.31 were in Missoula. Hotel/motel/bed & breakfast purchases received the highest total dollars spent during the event. Respondents to the survey reported total spending of \$112,985 in Missoula County. Results provide event organizers and the Downtown Missoula Partnership with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding the visitor spending associated with the event.

## Executive Summary

In 2018, Downtown ToNight attracted some out-of-county Montana residents (6%) and out-of-state (18%) visitors to the Missoula area. The attendees of the event make important economic contributions to the Missoula County area. The results of the study are worth considering for future promotion of Downtown ToNight.

- 85% of visitors who reside outside of Missoula County spent at least one night away from home.
- 31% of out of county visitors reported this being their first time visiting Missoula.
- The most money was spent by these out-of-county visitors in hotel/motel/b&b (\$45,605.00) and restaurant/bar (\$21,825.00) than in other spending categories.
- 42% of respondents reported staying in a hotel/motel/b&b followed by 36% of respondents staying in the home of a friend or relative.
- Attendees were mostly travelling with family and friends (28%), as a couple (21%), with friends (18%), or immediate family (17%). The average travel group size was 2.58 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 25-34 year olds (34%), 18-24 year olds (31%), 45-54 year olds (28%), and 35-44 and 55-64 year olds (each 22%).
- Attendees heard about the event mostly from word of mouth (77%), social media (20%), radio (14%), and posters and event website (each 10%).
- 75% of attendees used a car as their primary mode of transportation getting to the event followed by 14% who walked.
- Overall, attendees of the event were satisfied with most aspects of Downtown ToNight.

## Management Implications

Survey results indicate that some Downtown ToNight attendees are travelling from outside of Missoula County for the event. This event brings both resident and non-resident visitors to the Missoula County area, and the attendees of the event make a variety of monetary contributions while visiting.

Just over 18% of the people who attended Downtown ToNight in 2018 were non-residents of Montana, with California, Minnesota, and Washington representing the largest attendance of non-residents. These visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers should continue their efforts to attract both resident and non-resident patrons to the Missoula County area for future events.

It is recommended that the organizers review the respondents' comments from Appendix B to gain more insight into people's likes and dislikes of the event's organization, event staff, location of the event, restroom availability, parking, as well as suggestions. Changes based on this input could help bring back repeat visitors to Missoula County in the future.

## Introduction

Downtown ToNight is a celebrated Missoula tradition. This event is held every Thursday during the summer at Caras Park, located in beautiful downtown Missoula. This year's events were held from 5:30-8:30pm every Thursday in June, July, and August 2018. It featured more than 10 live musical performances and 20 food vendors from the local area.

This event is organized by the Downtown Missoula Partnership. This organization is a collaboration between the Business Improvement District of Missoula, the Missoula Downtown Association, and the Missoula Downtown Foundation. Together, these organizations are dedicated to promoting, supporting, and enhancing the vitality of Downtown Missoula.

The purpose of this study was to provide the organizers of Downtown ToNight with an understanding of the characteristics of their attendees, visitor spending in Missoula County, and levels of satisfaction with different aspects of the event.

## Methods

Surveyors intercepted attendees for on-site completion of the survey. Surveys were given to people by random selection in an attempt to represent the attendee population. People willing to fill out the questionnaire were given the clipboard, pen, and survey to complete.

No documentation of the number of refusals was recorded.

## Limitations

As in all research, there are limitations to the study. Limitations for the Downtown ToNight study include the following:

- Data was collected by Missoula area volunteers and employees who were supervised by Downtown Missoula Partnership staff.
- ITRR personnel were not present during the data collection for quality control.

## Results

Of the 575 valid responses to the residence questions, 82 percent (473 people) were from Montana and 18 percent (102 people) were from out-of-state or another country (see Tables 1 and 2). Twenty-six U.S. states (including Washington, D.C.) and six other countries were represented. Of all Montana respondents, 93 percent (439 people) were from Missoula County while 7 percent (34 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

Place of Residence	# of total	% of total
Missoula County	439	76%
Other MT County	34	6%
Montana=473		
U.S. State	84	15%
Alberta, Canada	1	<1%
British Columbia, Canada	3	1%
France	1	<1%
Germany	1	<1%
Ireland	1	<1%
Japan	4	1%
United Kingdom	1	<1
Non-Resident Unknown	6	1%
Total all Residences	575	

**Table 2: Out-of-State and International Residences**

<b>Residence</b>	<b># of respondents</b>
Alberta, Canada	1
Arizona	3
British Columbia, Canada	3
California	17
Colorado	2
Florida	3
France	1
Georgia	2
Germany	1
Iowa	1
Illinois	3
Indiana	1
Ireland	1
Japan	4
Kansas	2
Michigan	2
Minnesota	10
North Carolina	3
North Dakota	1
New Mexico	2
Nevada	1
Ohio	3
Oregon	2
Pennsylvania	3
South Carolina	1
Texas	1
Tennessee	3
United Kingdom	1
Utah	2
Virginia	4
Washington	8
Washington, DC	1
Wisconsin	3

The mean age of respondents was 40 years old. Of those who were from outside Missoula County and responded to the survey, 85 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (27 percent) spent ten or more nights in Montana. The mean number of nights spent in Montana was 6.64 nights. The mean number of nights spent in Missoula was 5.31 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

## Expenditures

Spending information was asked of event attendees who reside outside of Missoula County. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Missoula area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, local transportation, auto rental, retail goods, and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Missoula County) who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$112,985.00.

**Table 3 – Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Missoula County) who spent.**

<b>Expenditure Category</b>	<b>Mean expenditures of non-residents <u>who reported that they spent money in these categories</u></b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category <u>by respondents who spent</u></b>
Hotel/motel/b&b/rental home	\$772.97 (n=59)	43%	\$45,605.00
Restaurant/bar	\$207.86 (n=105)	77%	\$21,825.00
Retail goods	\$213.44 (n=61)	45%	\$13,020.00
Groceries/snacks	\$128.27 (n=78)	57%	\$10,005.00
Entertainment/recreation	\$149.36 (n=50)	37%	\$7,468.00
Auto rental	\$370.00 (n=19)	14%	\$7,030.00
Gasoline	\$80.82 (n=79)	58%	\$6,385.00
Campground	\$124.86 (n=7)	5%	\$874.00
Local transportation	\$77.30 (n=10)	7%	\$773.00
		<b>TOTAL</b>	<b>\$112,985.00</b>

## Appendix A- Results

**Q1. Are you a resident of Montana? n=577**

82% Yes (Skip to Q2.) 18% No

**Q2. Do you reside in Missoula County? n=473**

93% Yes (skip to Q13. on back) 7% No (skip to Q4.)

**Q3. In what state, province, or foreign country do you reside?**

See Tables 1 and 2.

**Q4. Is this your first time visiting the Missoula? n=129**

31% Yes 69% No

**Q5. Is this your first time attending Downtown ToNight? n=126**

53% Yes 47% No

**Q6. For what other reasons are you visiting the area? (Check all that apply.) n=116**

11% Vacation/recreation/pleasure 1% Just passing through 2% Business/convention/meeting  
11% Visiting friends/relatives 1% Shopping

**Q7. For this event, how many nights did you spend away from home? n=123, mean=5.62**

15% 0 (skip to Q.12) 15% 1 9% 3 5% 5 7% 7 1% 9  
7% 2 11% 4 5% 6 2% 8 24% 10 or more

**Q8. How many of those nights were in Montana? n=103, mean=6.64**

0% 0 5% 2 19% 4 6% 6 1% 8 27% 10 or more  
11% 1 15% 3 7% 5 7% 7 3% 9

**Q9. Of your nights in Montana, how many did you stay in Missoula? n=103, mean=5.31**

3% 0 13% 2 18% 4 4% 6 1% 8 13% 10 or more  
14% 1 16% 3 12% 5 7% 7 1% 9

**Q10. In what type of accommodation(s) did you stay in Missoula? (Check all that apply.) n=101**

42% Hotel/motel/B&B 9% Private campground 2% Resort/condominium  
14% Rental cabin/home 36% Home of friend/relative 0% Guest ranch  
1% Public land camping 3% Second home/cabin/condo 0% Vehicle in parking lot



**Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in Missoula area in each of the following categories. If you did not spend money in a category, please leave it blank. (See Table 3 for expenditures).**

**ACCOMMODATIONS in Missoula**

Hotel/motel/bed & breakfast/rental home

Campground

**FOOD in Missoula**

Restaurant/bar

Groceries/snacks

**TRANSPORTATION in Missoula**

Gasoline/diesel

Local transportation

Auto rental

**RETAIL/SERVICES in Missoula**

Retail goods

Entertainment/recreation

**Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=121; mean = 2.58**

0% 0	44% 2	10% 4	3% 6	0% 8	1% 10
21% 1	17% 3	4% 5	0% 7	1% 9	1% more than 10

**Q13. What option best describes the group with whom you attended this event? n=567**

8% Self	17% Immediate family	28% Family/friends	2% Business associates
21% Couple	5% Extended family	18% Friends	2% Organized group/club

**Q14. Please select all the ages represented in your group? n=568**

9% 0-5 yrs.	13% 11-17 yrs.	34% 25-34 yrs.	28% 45-54 yrs.	16% 65-74 yrs.
9% 6-10 yrs.	31% 18-24 yrs.	22% 35-44 yrs.	22% 55-64 yrs.	4% 75 and over

**Q15. What best describes your annual household income? (In US dollars) n=521**

18% Less than \$20,000	13% \$60,000 to \$79,999	5% \$150,000 to \$199,999
16% \$20,000 to \$39,999	13% \$80,000 to \$99,999	7% \$200,000 and over
17% \$40,000 to \$59,999	13% \$100,000 to \$149,999	

**Q16. How long before this event did you make plans to attend? n=557**

47% The day of the event	7% 1-4 weeks before the event	5% Over 6 months before the event
35% 1-7 days before the event	6% 1-6 months before the event	

**Q17. How did you hear about Downtown ToNight? (Check all that apply.) n=536**

77% Word of mouth      10% Posters      20% Social media      8% Newspaper  
 2% Retail outlet      6% Other website      14% Radio      8% Flyer  
 3% E-mail from event planners      10% Event website

**Q18. What was your primary mode of transportation to get to the event? n=558**

75% Car      <1% Trolley      14% Walk  
 2% Mountain Line (city bus)      1% Taxi/Uber      9% Bicycle

**Q19. What was your motivation to attend this event? n=563**

17% Meet people      31% Beer/wine      62% Something to do with friends/family  
 23% Connect with community      52% Entertainment  
 40% Free event      58% Food truck/vendors      7% Other (please describe)

**Other, please describe:**

Best of awards	<1%
All to have an enjoyable evening	<1%
Always go every year	<1%
Be award good energy	<1%
Business	<1%
Didn't want to cook	<1%
Free live music	<1%
Have a good time	<1%
Linda said I have to	<1%
Love to be outside	<1%
Music	1%
Name Recognition-Sponsorship	<1%
Outreach as sponsor	<1%
Outside	<1%
People watching	1%
Sunshine	<1%
Tacos	<1%
Tom Catmull	<1%
UM Orientation	<1%
Watch kayakers	<1%
Watch the wave	<1%
Work	<1%

**Q20. Please rate your satisfaction with Downtown ToNight:**

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean	Total respondents
Organization of the event	2%	<1%	5%	27%	66%	4.56	n=554
Event staff	2%	0%	6%	28%	64%	4.53	n=534
Location of the event	2%	0%	2%	18%	78%	4.71	n=556
Concessions available	2%	1%	5%	29%	64%	4.52	n=553
Number of people at the event	2%	1%	10%	35%	53%	4.36	n=538
Parking	4%	10%	25%	25%	36%	3.79	n=497
Sound system	2%	2%	13%	34%	49%	4.25	n=555
Entertainment	2%	1%	9%	34%	54%	4.37	n=553
Variety of activities	2%	4%	23%	35%	37%	4.02	n=525
Signage/directions	2%	2%	23%	32%	41%	4.09	n=496
Cleanliness	1%	1%	10%	36%	51%	4.34	n=552
Availability of restrooms	2%	5%	15%	31%	47%	4.17	n=518

\*N/A responses were re-coded to be a missing response for the most accurate mean score.

**Q21. What is your age? n=547**

Range=18-95, mean=40.16

**Q22. What is your gender? n=551**

41% Male 59% Female

**Q23. Please tell us what you liked about Downtown ToNight.**

See Appendix B

**Q24. Please tell us what you did not like about Downtown ToNight.**

See Appendix B

**Q25. What suggestions do you have for improvements to the event?**

See Appendix B

## Appendix B: Open-ended Responses

**Q23. Please tell us what you liked about Downtown ToNight.**

A free event to do with my son
A pleasant place to be on a Thursday night
Accessibility, seating, options, time, day
Accessible by tail, bike-able
All
all age, appealed to fun without alcohol
all good
all the food option and drinks
Always fun and engaging event
Always good to go, people watching
always know about it
atmosphere
Atmosphere
atmosphere
Atmosphere
atmosphere
Atmosphere
atmosphere
Atmosphere
atmosphere and food
atmosphere and music
Atmosphere, free music, food , beer
availability of vendors , family friendly
Awesome community
Band
Band was awesome, frozen alcoholic lemonade taste great
Bands
beautiful evening
beer, food , entertainment
beer/music
Beer+place+meet up with friends
Being outdoor, listening to music, getting my kids to try new food
Being outdoors, listening to music, getting my kids to try new foods
BEING OUTSIDE
being outside downtown
Bring community out
Bring the community together
Bring the community together
business community coming together, music, family feeling
Central location, free/ inexpensive break in the week day
Choice of food, great music, family friendly
Close to home
community

Community and music
community coming together
community coming together
Community environment
community event
community feel
Community gathering on a routine
Community- park time
Community, location, outside event
Company
connecting with friends & good food & live music in a casual setting
COOL
cool zoo vibe
different food, music
Drinks/music
easy and convenient
eating, summer evening out, people watching
EI CAZ BUS! Big dipper! Hanging out, having something to do during summer. Thanks for doing the tribute to the dancing guy. He will be missed
EL CAZ BUS is the best! Caras park also rocks
Energetic
enjoy food + music by the river
entertainment a food trucks
environment, vendors, entertainment
Ethnic food
everyone so friendly
everything
Everything
Everything
everything
everything
everything its great
Everything-love it all
Experiencing the variety of entertainment
Failing atmosphere/craft beer/food trucks location
family-friendly
Festival atmosphere-all ages, voter registration
Festival, fun atmosphere
Food
food
Food
food
food
Food
food
Food

food
food
Food
Food
Food
food
food
food + beer + music
FOOD MUSIC BEER
Food & Atmosphere
food , music, people
Food + Beer, location in downtown
Food + Entertainment
food + music
food + music
food + music
food + music
Food + Music
food + music
food + people
food and beer
food and community feeling
food and entertainment
food and music
Food and music
food and music
food and music and shippers
Food and people watching
food atmosphere
Food availability
Food compost bins are a great addition
Food compost bins are a great addition!
food entertainment, community feel
Food is awesome, like the purchase of a discount, and sustainability measures
food selection
food trucks
food trucks
Food trucks
food trucks
food trucks and music
Food trucks! also its a good reason to get out
food trucks, gathering of community
Food trucks, music, atmosphere
Food variety
Food vendors and music
food!

Food! Community! Weather!
Food!!
Food, beer
food, beer, ice cream
Food, beer, sun
Food, drink, fun
Food, entertainment
Food, entertainment
Food, entertainment
Food, friends, outside
Food, location
food, music, being outside
food, music, community, awesome
food, music, friends
Food, music, people ,river
food, outside entertainment, diversity
food, people watch
Food/beer
Food/sometimes good band (cold hard cash)
Foods, music
free gathering for the community- all kind of people
free music
free music
Free, local music, food choice
fresh lemonade
Friendly atmosphere, good music/seeing people you might not usually see
Friendly folks hosting a good time. Public action- voter registration
friendly people
friendly surveyor
Friends
friendship cute by Josie
Fun
Fun
Fun
fun
fun atmosphere, good food
fun atmosphere, good food
fun community event
Fun community, event's to try vendor foods
Fun for children
fun for family -grand children
Fun local event, nice to hear different music i don't usually listen to
Fun relaxed community event!
fun, band was good, weather was good, new way of conversation, not crowded, good for everyone
Fun, comfortable, food

Fun, comfortable, food
Fun, free event with great food, people and entertainment
Fun, free, music, family friendly, beer and food
General vibe
Get us out of the house
Good atmosphere, good food
Good band, the sound was audible without blasting my ear last week, MC has a pleasant voice
Good entertainment
Good family fun
good food
Good food
good food + drinks + band
good food + music
Good Food and atmosphere
Good food and live music
Good food variety
Good food!
Good food, feel immediate in the community
Good food, good people, and great time
good music, good people
Good outdoor event
good people, music and food
Good seating
good selection of food vendors, good entertainment
good social event outside
GREAT
Great atmosphere
great atmosphere
great atmosphere
great atmosphere and people
Great atmosphere, fun, all age appropriate, clean stage, friendly
great atmosphere, clean
Great day "Thursday"
great entertainment
Great environment to get out
Great event to attend with family, thanks for the vegetarian food options, nice location, great beer
Great event, I've been coming down Thursdays
Great family entertainment, free assortment of vendors
Great food
Great food
great food
Great food and entertainment, cool to see community connected
great food choices and excellent music
great food choices, music, shady tables



great food vendors
Great Food!
Great food, great seating
Great Missoula Activity
Great music!
Great music, fun vibe, friendly people, good selection of food
Great music, surfacing on the river, good food, fun to see downtown missoula.
Great opportunity to connect with the community with great entertainment
great place to be with family and friends
Great place to get drunk
Great relaxing way to spend warm summer nights! Not super busy but well supported! Perfect!
Great social event
great TIME WITH MY FAMILY AND friends and my girlfriend
Hangin with Ashley + Lynn
Huge selection of food vendors, entertainment, mental mugs for sell
I can run into old friends
I come to meet friends, the food and beer we love sitting outside listening to music
I enjoy being outside and food variety- entertainment
I enjoyed the cultural experience.
I like everything
I like the community aspect and the ability to get dinner on a beautiful evening
I like the live music and the options plus the community aspects of it
I liked the food
I LIKED THE STREET FIGHTING
I love seeing friends
I love the feeling of community
I love the food, sun, music, beer, location
I love the music and atmosphere
I love this event being able to get outside enjoy the day. This event is lovely
I love to come to downtown tonight to have dinner family, great food truck selection
I really like the location and food vendors
I really like the music and the beautiful location
inexpensive fun event, fun to run into friends haven't seen in awhile
It is fun to connect with local business, have beer on tap and listen to music on a nice night
it seems like a well attended family event
it was fun, should have made plans to meet friends here
it was great atmosphere
it;s free to listen, eat if hungry, people watching
its alive w/ people being happy
its all good
it's free, music and drinks
Its Great Great Energy Good Music. Spokane band great

it's great place for the community to connect
It's lit
IT'S outside, easy to get to
It's summer
I've been coming for a long time, it's always fun and have good food
Just a fun event
Just being out and about
just got here, so far all is fun
just something fun to do
kid friendly
large variety of foods, volume of music
layout of food vendors
like all of it
Lincoln and Barley are the best! so fun
Listening to music, people watching
live music and variety of food
live music- food
live music for free!
live music, many food options
local entertainment on the river
location
location
location and entertainment
location- fun for kids
location- need more shade
lots of different food
LOTS OF good food
Lots of seating, food options. Great Staff!
Love Caras park, the entertainment
Love Downtown
love it, totally enjoy it
love music and local friends and vendors
Love the energy!
love the live music and the food options
Love the music, beer, hangout downtown at Caras park. Something fun to do, variety of bands each week
Loved IT
loved the music and vendors
loving seeing missoula support events!
meet & greet
meet and see people
meet people - familiar
Meeting folks, eating truck food
meeting new people, everyone nice
meeting people
mellow, laid back atmosphere, family friendly

mini donuts
mismo gymnastics was really a hit with little boys
MORE SELECTING OF food than past
MOUNTAIN BERRY AND BOBA TEA!
music
music
music
music
music
Music
Music
music
music
Music
music - food - nite out - dont have to cook
Music + Food
music + food
music and company
music and company
music and food
music and food
music and food
music and food
Music and food
Music beer
Music food community
music for sure + the food + community
Music Free
music- people watching
Music was pretty decent; good selection of food/varieties
music, atmosphere
music, beer , atmosphere, always nice down h
music, beer, and food
music, beer, food
music, being in the community
music, choice of vendor
Music, food
music, food
music, food , beer, people
music, food , people
music, food vendors
music, food, and fun
music, food, atmosphere
music, food, drinks, drugs
music, food, watching people
music, food, zootown vibe

music, good people, beer
music, lots of food
Music, outdoors
Music, people watching, date night
music, you did great with the weather this year lol! Beer, vendors, I always see people I know.
music+food
Musyk
NA
nice event
Nice event
nice family evening
nice location by the water, free entry, entertainment, many food options
Nice people, lovely site, great music, awesome food choices
nice to come to a town event, community
Nice turnout of the community, plenty of food vendors
Nice venue
nice way to spend evening
nice way to spend summer evening, good food and music
Night Out
open area
opportunity to meet people , music
Options
out in sun
outdoor venue
outdoor, social, live music
outdoor, beer, food, music, community
Outside fun, good location+ good food
OUTSIDE IN THE SUMMER, MY FAMILY CAN EAT FAVORITE
Pattie Wagon!
people
People
People
people
People
People, friendly, food
people, music, food, drink, free
pizza cart was amazing, fun people watching, great live music
relaxed night, entertainment, didn't have to cook
SAFE FAMILY friendly, great parking
safe, central, well-organized
safe, clean, friendly
safe, friendly, clean, environment
see Q20 appeals to wide variety if ages of interests
Seeing Missoula people out having fun
sense and community

sense of community, always a good time
social event
Social event
Social, different food, music
something free to do, good food
something fun to do on Thursday!
Something to do on Thursday
Super fun, dropping daughter off at college made me want to go back to school
tables in the middle
The ambiance
The atmosphere, food trucks, beer/wine
the atmosphere, music, food , fellow missoulians
the band was very entertaining
the band, food and beer
The band, food trucks beer
the beer
the community coming together
the community event
the community involvement, good vibes
The community spirit, and the fun
the community, music and food
the company i am with
The cultural and live music
the entertainment
The entertainment and choices of vendors
The entertainment was awesome
The fact that you do this for the people
The food
the food + environment
the food and music
The food kmasick location
the food trucks and the people
the food vendors
the food, drink and atmosphere
the food, music, and being able to enjoy Missoula
The international food options
The live atmosphere downtown
the live music
the location is great! Good entertainment
The music
The music
The music
the music and food
The music was great tonight
The music was great tonight
The music! Running into old friends, grew up here

the music, a meeting friends
The people were awesome! Energy was great!
The people, atmosphere, entertainment, its a fun aspect of Missoula
the setting, food and fun
The shoes
The variety of food trucks. Food!
the vendors and drinks
variety food trucks
variety of food
Variety of food
Variety of food and beverage available, always live music
variety of food and seating
variety of food options, being outdoor
variety of food trucks
Variety of food trucks and variety of music
variety of food vendors
variety of food, setting tables for dinning
variety of free activities, concerts for families, food truck variety
variety of people - people watching
variety of vendor
vendors
vendors, music, outdoor space
Venue
Venue/ Variety of food trucks
Very cool and melody
Very friendly clean venue, great music
very pleasant atmosphere to be around
We love to support Missoula
weather and fun
Welcoming and fun
when the country music stopped
wide selection of food
wife and friends
yummy food! fun to hangout in the park
#NAME?

**Q24. Please tell us what you did not like about Downtown ToNight.**

\$1 wrist ban to drink
\$1 wrist band
\$12 burgers- although burger was great
?
A bit crowded
a cigarette and weed smoking around us
a little hot, nice to have some fans
A little loud

a lot of food vendors were out of food selections (-7:30pm)
all good
all good
all good
All good
all good to me bro
atms
Bad beer section - very limited
bad bratwurst
bad dog owner, dogs allowed to block walkways, dogs bothering people with food and drinks
bad sound system
band was late
bands need banners with their group name
Bathrooms
Bathrooms
Bathrooms get dirty and run out of paper towels, garbage for food waste get full and run over
Beer lines are long, have a dozen drink line separate from the beer line
beer selection
Beer selection, or lack of Draughtworks
better food, more place with shade to sit
better parking
Boring music 7-24-18
bugs (if im bein picky)
bum hangout
can't think of any
Cash only
certain atmosphere
certain food
Challenging to become a vendor
Charging for a wristband for beer
clean tables under the tent
concessions
could do with simpler food options for kids
Couldn't find a shade place to sit
Couldn't find a shady place to sit
Couldn't stay lower
crowded sometimes
crowded, limited seating
Damn Mayor! "Your water rates WILL NOT (wagged finger at me) Go Up..." yeah right... Five times those liberal college kids voted him in,5!
Did not see a lot of security
Dirty bathrooms
Dogs
dogs the event. it's too hot for dogs, music is too loud,

Dogs, lack of shade
Don't care for bluegrass, would like to hear more rock
don't care for country music
Don't take credit card at MDA booth and didn't have sign that cash only after standing in line sometimes
drink price
Drink/wristband lines and congestion
Eat + Visit
Fighting over shade to sit in
Finding spot in shade to eat
Food
Food didn't open until 6pm
food wait
full garbage cans overflowing
garbage on ground
Garbage pickup
handicap parking
hard to find a parking spot
hard to find napkins
hard to find parking
having to pay for a wristband each time
Having to walk with my 84 years old mom
Hot and too slow music
hot weather
How short it goes
I has to end
I have no problem
i like everything
I like everything
I like it!
I liked it all!
I wish debit cards were more accepted
Interrogating questionnaires Just Kidding
It gets a little too crowded
it is always wonderful
it was loud better when moved away seats to talk
It's hard to hear from the speaker before band, maybe you could let people to be quite while talking.
It's hot-not that you have control
It's too dang hot
kind of hot tonight
lack of drinking water station, only one by restroom is not enough
Lack of kids events
lack of other activities( add corn hole/yard game )
lack of shade
lack of shade



Lack of shade
lack of shade
Less alcohol variety
Like it all
Like it all!
Limited seating in shade
limited seating/shade
limited shade
limited shade
lines on food trucks
little disorganized
love it all
love it all
Loved it all
Making vendors move back from the pavilion
many food vendors didn't take credit card.
many unattended children
maybe a bit more variety in food trucks
Maybe some more shade for the tables
maybe the sound system could be better
meats bees
more activities
More shade
MORE SHADE
More shade for tables is needed
more shade for tables is needed
more tent area
Most vendors were cash only, buying a wristband to buy drink
Music and variety of trucks
music is bit too loud
music is kind of loud
music option
music sound
music to loud in eating area
music tonight boring
music too loud
music too loud
music too loud to visit, except from after people with dogs
Music too loud, wrist bad charge is annoy
Music-quality of sound
N/A
N/A
n/a
n/a
N/A
N/A



na
NA
na
na
na
na
na
na
na
na(maybe where to sit out of heat)
need fans
Need more food choices- need a good burger
need more jazz bands
need more local beer
need more shade
need more tables for eating area
need more variety in entertainment
Need water bottle fillers
need water bottle fillers
Needs more seating
No complaints
No complaints
no dislikes
No free beers
no issues
no parking
No salads, not a ton of veggie/healthy options
no shade
no wine here, i like beer
none
None
none- maybe more vendors and food
not applicable!
not enough benches
not enough seating and shade
not enough seating at times
not enough shade
Not enough shade area
not lytt enuf
nothing
nothing
Nothing
nothing
nothing
nothing
nothing



parking
parking
parking + not a lot of shade
Parking + seating
parking challenge
Parking is always an issue
parking is difficult sometimes
parking traffic
parking was already full @ 5:00, need more public transportation awareness
parking was hard to find
Parking, sometimes too many people
Parking, we come early to let kids play
pay \$1 for wristband, no water access
Paying for drink wrist band when beer vendor pour 1+ inch foam in the cup
Paying for wristband, really ridiculous
people not tipping
Running into high school acquaintance
Seating
seating
seating availability
seating in the shade need more of it
seemed to be a few less people here this summer
seems to be less food vendors
should run into sept
smoke
so hot!
sometimes the drunk people are rude
Sometimes the sound can be too loud
sometimes too loud to chat, it is hard to become a vendor
Sound system a bit muddled
Sound system need improvement. scattered throughout grounds would allow the near stage volume to be power and better quality
Sound system too loud
Sound was a bit low, food selection was good, but i still didn't find water i wanted
stops early
sufficient seating
survey is too long, no more than 5 minutes
surveys
table space
tables need cleaning closer bathrooms
tables not clean
Th
that we can't do it every week
the \$1 beer bracelets
The children

The decent music was too loud for conversation(we were sitting on the far side of the tent away from the band)
The dementor
The entertainment music could be better
the food
the huge amount of people
The music wasn't really appropriate too slow and heavy, should have been pop
The parking
the persistences of the filling out surveys
The questionnaire
the speakers, weather
There is never enough parking available, but we can always find a spot. Live music is usually country, could have more variety
this music mostly
too loud
too many flies, not enough food choices
too much sun, ha!
totally satisfied
Traffic
Transients
Transients
transients and double wide strollers
Under the bridge, it is really stinky, smells like urine
Varieties of food and drinks especially
vendors who did not take cc payment
waiting
We like everything!
We need more rock roll
When people bring their dogs when they aren't supposed to
Will be back
wind
wish beer selection was from missoula
Would have liked mixed cocktails
young kids asking people for money

**Q25. What suggestions do you have for improvements to the event?**

\$10 cup all you can drink beerbust
21+ after hour, kill the keys
21+, after 8:30pm
50/50 raffle
A few less questions just kidding
A few more seat under shade
activities
add a few more food trucks
Add more shade

Add more shade
add more shade
Add some misters to keep people cool
All good !
always nice
arr ab food, games like pingpong or football , free water!
atms
bacon truck
Bands and music that do not play too loud, nice to be able to talk without yelling. Great jobs!
Bathrooms
bathrooms were pretty rough and dirty only complaints otherwise wonderful
beer options
Better advertisement
better areas with shade
better choice of beverages, no hot coffee
better direction for beer bracelets
Better entertainment/ more shaded seating
better for parking and bathroom
better parking
better sound system
better traffic, more seating in shade
better weather! better beer?
better/ more seating
Bigger
biodegradable serving ware and no straws
biodegradable serving ware and no straws
bring back cold hard cash, more country bands
bring the trolley out to help w/ parking
Can't think of anything
can't think of anything
change garbage bags more frequently or more garbage cans
clean it up
Clean the tables during the event
cleaner table
continue
continue advertising super fun
Continue into September please!
cool water misting
cupcakes
Debit cards more accepted
Depending on music style, could be fun to teach people dances etc
different food vendors, always the same
discount
Dog water bowls
doing just fine

don't charge 1 dollar for wristband
Draftwork beer
Draught work beer
Draught Works beer
Draughtworks beer
easier place to eat without dogs
empunadas lady should be here
extend it through the year
Extend sound system to other side of the tent, It's hard to hear unless seating in front of the speaker
fans
First time here and such a great event. Can't think of any improvement
Free beers
Free drinks, battle axes, dragons
free games for kids (lawn games)
Free stuff/ games
get a vendor who sells better bratwurst
Glad you got rid of squeaky/shrill voice of D/T assoc woman that used to welcome people before band. Sorry for bad handwriting, I used to work at SPH/Retired.
Good just as it is (good job)
Guest vendors for people who cant sell every week
Guest vendors for those who can't make it every week
hard to hear people speaking when under the event tent even when close. Have to be closer to the stage or hot in the tent
have different music band
have someone help the traffic, where cars exit and turn in
Having uniform vendor start-line
healthier food options for vegans and gluten free options
heaters
Heaters? Tent side walls! - parking
I don't have any
I have none
I love dogs, isn't they don't belong there(due to owners). great event-thank you!
i love it how it is !
I love it the way it is
I never see this advertised on Facebook or radio
I think its fine
I think its great the way it is
I think you should have more picnic tablets
I will verbalize my concerns
I'm satisfied so far, thank you
Increase variety of beer selection
it could start later because of heat
it is fine the way it is



It is great!
it is just what it needs to be
it is perfect
it's all good
It's always enjoyable
Its awesome!
its fine as is
It's fun!
it's great
keep dogs from the event
Keep doing it, it's great!
keep doing what you are doing
keep it going
keep it going!
Keep it going! and parking!
keep on doing what you are doing
keep on doing what you are doing !
keep up good work
Keep up the good work
keep up the good work
Keep up the good work! Wonderful to see such rich community, cultural event.
Keep up with good work
kid play center
less expensive food
little more folks
local music features/ variety of alcohol choices
love how you guys bring the community together.
make more shade?
make sure beer sold is from missoula, Both Big sky and kettlehouse makes a beer that tastes like bud
make sure this is still a regular event in 10 years when we retire and move here
Maybe a drawing or prize to engage crowd w/ programming?
Maybe a little bit more security, better shaded areas
maybe additional tables and chairs
maybe have some games, corn hole, bounce ball, lawn darts etc
maybe some more veggie food options, that was a great event! thank you.
Miller lite
More activities for all ages
more activities for younger kids ex. Playhouse, bounce house, games
more advertisement
More advertisement of other community events
More advertising
more advertising
more advertising, caras park website does not explain what it is
MORE AT THIS TIME
more beach balls to play with

more beer and cocktail tents
More beer locations/ bathrooms
More bubble tea options! Make this survey digital, google or code survey!
More covered eating area
More drink selections, no change for bracelets
more events
more family stuff
More food
more food
more food trucks
more food trucks
more food trucks different foods
more food trucks, different variety of music. we had a great time
more food trucks, selection
more food vendor
more food vendors
more food vendors
more food vendors
more food vendors, umbrella at tables
more food vendors-variety
More food, always more foods
more free things
More fun things for kids
More fun things for kids!!!
More gluten free options
more gluten free options
more interactions/activities
more kid activities
more kids activities
more local craft beer!
more marshall catch
more music
more no dogs signage
more non vendor booths
More often and more shade
More parking
more parking
more parking
More parking
more puppies and less smoke
more rock
More seating
more seating
more seating + parking, everything else is great
more seating for food
More seating(tables)

more seating(tables)
more security placements
more shade
more shade
More shade
more shade
more shade
more shade
more shade
More shade
more shade in grandstand
more shade to cover table
More shaded areas for food
more shaded areas for food
More shaded eating areas
more shaded seating
more tables near concessions to set stuff down when hands are full + have to shuffle things to pay
more tablets
More trash cans
more upbeat music
more variation in food trucks?
More variety in food
more variety of food vendors
more variety of food, Indian taco stand
more variety of foods
more vegetarian food
More vegetarian food options
more veggie options
more vendors
move name bands-country
music and food seem to be only entertainment. Adding more others thing could help. There are a lot of downtown vendors that would probably love to help with this.
music on one side is too loud, perfect if you're a little bit away
N/A
n/a
n/a
n/a
N/a
N/A
n/a
n/a
N/A
n/a
N/A but could try getting other businesses to allow use of debit/credit cards

na
na
na
NA
na
na
na
na
na
na
na
na
na
na
na
na
na
na
na
na, first time
need parking!
new set up for food vendors
no
none
none
none
none
none
none
none
none
none
none
None
None
None
none
none
none
None
none
None
None
none
none
none
none
NONE

None
None
None - always fun
none, it was awesome.
None, pretty awesome event in general! Thanks
none, you are doing great
none, you doing great
Not enough dry seating when it rains
not sure
not the band on 7/19. The rest have been okay.
nothing
nothing
nothing
nothing
nothing
nothing
nothing! very fun, great event
offer free water
Our first time attending as we are new to Missoula , so nothing comes to mind
parking
parking
parking
parking garage validation
Parking lol more shade!!
Parking! LOL more shade!
Perhaps more non-food vendors, tabling for other groups & opportunity activities for children of all ages.
Porta potty
possibly reach out to local hotels more ?
Provide more shade in the atmosphere.
put some seating outside of tent
rotate bar options(different local breweries)
running the downtown ambassador
see above
see q24
seems fine the way it is
seems like the vendors aren't consistent and change often
shade for music in shell- has to be hot hot hot
shuttles
signs
sound too loud!
start one on Minneapolis
taco treat vendor, bacon truck
telling students to tip
Thank you!
The bathroom are a shame

The boulevards on ryman street is full of weeds
Token for vendors who don't take cards, so I can use my debit, farm market style
trolley rides
Turn down the speakers! Mellower band!
turn up the music a little
umbrellas at all the tables
umbrellas for more shade @picnic tables
umbrellas, shade and tables
unable to come up with any. I attend most of 2018 events and they were all great. Thank you, you all are doing great.
Variety of local breweries/ change them up weekly
variety of music
vendors for local craft? maybe?
what can you do about parking in missoula! haha!
Yard games !
YOU DONE GOOD
you guys are doing just fine
you should control the standard of food available. It is a market place for Missoula. Good selection but varying quality
Zero-gravity skipper poie
Zip lines/kids crafts/Tracker pulls
zip lines/kids draft
zx peer week